

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----054315 252229Z /23

P R 251357Z JUL 78
FM AMEMBASSY TEL AVIV
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 0000
AMEMBASSY TEHRAN
AMCONSUL JERUSALEM

UNCLAS SECTION 1 OF 2 TEL AVIV 9410

USDOC

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E.O. 11652: N/A
TAGS: BEXP, IS
SUBJECT: ELECTRICAL ENERGY SYSTEMS SPIN-OFF

REF: (A) USDOC 11290; (B) USDOC 12641.

1. FOLLOWING INFO REQUESTED REFTEL B):

- A. EMBASSY CONFIRMS SPIN-OFF SUBJECT SHOW AND JANUARY 21-25 DATES.
- B. MINIMUM PARTICIPANTS FOUR AND MAXIMUM SIX. BOOTH SIZES AVAILABLE ARE: FOUR BOOTHS EAHC TWO METERS DEEP BY THREE METERS LONG AND TWO BOOTHS EACH TWO METERS DEEP BY FOUR MERES LONG.
- C. PARTICIPATION FEE 250 DOLLARS PER PARTICIPANT.
- D. PRODUCTS WHICH WILL ENJOY MAXIMUM ACCEPTANCE:
 - 1. PORTABLE GENERATORS OF BETWEEN 300 WATTS AND 5KW, SINGLE PHASE AND THREE PHASE FOR FIELD WORK, GASOLINE OR DIESEL DRIVEN 220V/380V 50 CYCLE AC. SAME AS ABOVE BUT 24V DC. TOTAL DEMAND BETWEEN 1600-2000 UNITS ANNUALY OF WHICH ABOUT 30 PERCENT IS LOCALLY ASSEMBLED

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FROM IMPORTED ALTERNATORS AND MOTORS, MAINLY FROM ITALY AND AUSTRIA. SINCE LOCAL PRODUCTION IS STEADILY INCREASING, U.S. SUPPLIERS OF ALTERNATORS AND MOTORS MAY ALSO HAVE A GOOD CHANCE FOR SALES.

2. DIESEL EMERGENCY GENERATORS OF BETWEEN 5KW-100 KW, THREE PAHSE 380V, 50 CYCLE. TOTAL DEMAND BETWEEN 750-1250 UNITS ANNUALYY, TOALLING OVER \$215 MILLION. LOCAL ASSEMBLY ACCOUNTS FOR ABOUT

20 PERCENT OF CONSUMPTION.

3. DIESEL GENERATORS OF BETWEEN 150-500KW, THREE PHASE 50 CYCLE.

TOTAL DEMAND ABOUT 600-750 UNITS ANNUALLY, 20 PERCENT OF WHICH IS LOCALLY ASSEMBLED. IMPORTS ARE ABOUT \$20 MILLION ANNUALLY.

4. DIESEL STAND-BY GENERATORS OF BETWEEN 500KW-1000KW, ALL IMPORTED.

DEMAND ABOUT 15 UNITS ANNUALLY VALUED AT OVER \$1 MILLION.

5. DIESEL (MAINLY) OR GAS STATIONARY UNITS OF BETWEEN 1000KW AND

1500 KW. DEMAND 5-6 UNITS ANNUALLY FOR \$600,000-800,000.

6. DIESEL STATIONARY UNITS OF BETWEEN 2500KW-5000KW, PURCHASED MAINLY BY MUNICIPALITES AND LOCAL COUNCILS.

7. TURBINE GENERATORS FROM 0.5 MGW-15MGW, ABOUT SEVEN UNITS ARE IMPORTED ANNUALLY FOR VARIOUS USES INCLUDING SHIPS.

8. OTHER BIG TURBINE GENERATORS ARE SOLELY USED BY THE ISRAELI ELECTRIC CORP. (IEC), WHICH IS A GOVERNMENT-OWNED COMPANY RESPONSIBLE FOR THE ELECTRIC SUPPLY OF THE WHOLE COUNTRY. PURCHASES BY THE IEC IS USUALLY PERFORMED BY INTERNATIONAL TENDER.

9. BUILDING AND CONSTRUCTION IN ISRAEL HAVE BEEN STAGNANT FOR THE PAST FOUR YEARS. THERE ARE GOOD INDICATIONS THAT THIS INDUSTRY IS UNCLASSIFIED

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PICKING UP. REQUIREMENTS FOR EMERGENCY AND STAND-BY GENERATORS WILL INCREASE SUBSTANTIALLY SINCE SUCH GENERATORS ARE REQUIRED BY ALW FOR ALL BUILDINGS OF EIGHTY FLOORS AND OEVER.

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10. THE STEADY INCREASE IN AGRICULTURAL PRODUCTION AND REVIVAL
OF BUILDING AND CONSTRUCTION WILL ALSO INCREASE THE DEMAND FOR VARIOU
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MOTORS FOR AGRICULTURAL AND BUILDING EQUIPMENT.

E. MARKETING DATA: THE GOVERNMENT-OWNED ISRAEL ELECTRIC CORPORATION
(IEC) COUNTRIES TO PLAN FOR MAJOR EXPANSION OF POWER GENERATING AND
TRANSMISSION FACILITIES THROUGHOUT ISRAEL. IEC PROJECTS A YEARLY
INCREASE OF 8-9 PERCENT IN ELECTRICITY CONSUMPTION. SEVERAL MAJOR
PROJECTS ARE UNDER PLANNING FOR THE NEXT DECADE. THE FIRST IS A DUAL
COAL AND/OR OIL FIRED THERMAL PLANT, 2X500 MW WITH START UP
PLANNED FOR BOTH UNITS IN 1985-1986. A COAL FIRED PLANT
(4X350 MW) IS UNDER CONSTRUCTION, THE FIRST UNIT OF WHICH IS
PLANNED TO START IN 1980. A SMALL 120 MW HYDRO-ELECTRIC POWER STATIO
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IS ALSO PLANNED IN THE NORTH OF ISRAEL. IN ADDITION TO THESE MAJOR
PROJECTS THE ISRAELI MARKET CONSUMES OVER \$30 MILLION WORTH OF
MEDIUM AND SMALL GENERATORS AND OTHER ELECTRIC POWER
EQUIPMENT. CONSTRUCTION, WHICH HAS BEEN STAGNANT OVER THE PAST
FOUR YEARS, IS GRADUALLY PICKING UP. STAND-BY GENERATORS ARE REQUIRE
D

BY LAW FOR ALL EIGHT-FLOOR BUILDINGS AND ABOVE. LOCAL PRODUCTION
OF GENERATORS IS LIMITED TO SMALL SIZE GENERATORS WHICH ARE ASSEMBLED
FROM IMPORTED ALTERNATORS AND MOTORS. DOMESTIC PRODUCTION IS GROWING
STEADILY WHICH SHOULD ACCOUNT FOR GROWING DEMAND FOR COMPONENTS AND
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PARTS.

2. THE EMBASSY WISHES TO STRESS THAT THE ICA AUDITORIUM HAS THE
FOLLOWING LIMITATIONS FOR SHOWING SIZEABLE EQUIPMENT. CARE SHOULD BE
TAKEN, THEREFORE, IN CHOOSING EXHIBITS:

- A. SIZE OF EACH UNIT SHOULD NOT EXCEED 32 INCHES (81 CMS) IN
WIDTH AND 70 INCHES (200 CMS) IN HEIGHT.
- B. WEIGHT SHOULD NOT EXCEED 1650 LBS (ABOUT 750 KGS).
- C. MAXIMUM ELECTRIC POWER AVAILABLE (FOR RUNNING ALL
EXHIBITS) 20 AMPS.
- D. EQUIPMENT SHOULD NOT GENERATE SMOKE, OIL, DIRT, (SPILLAGE),
EXCESSIVE HEAT OR NOISE.
- E. SINCE ICA CANNOT GUARANTEE SPACE FOR COMMERCIAL EXHIBITS,
ESPECIALLY DURING BUSY PROGRAM MONTHS AND ESPECIALLY FAR IN ADVANCE,
WE SHOULD BE PREPARED TO HAVE A SPIN-OFF WITHOUT SHOWING EQUIPMENT.
IN THIS EVENT, GROUP WOULD BE HANDLED AS TRADE MISSION.

3. CORRECTED COPY OF CONDITIONS OF PARTICIPATION WILL BE

AIRPOUCHED ASAP.
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